

Contract # 48262

Schedule Dates

09/24/12-09/30/12

Advertiser

WARREN FOR SENATE 2012 (3373)

Agency

Media Strategies & Research (1800)

Product

POLITICAL CANDIDATE (1051)

Brand

Est. 12099 (27817)

Salesperson

Shiebler, Charles (1011)

Sales Office

WHDH

Buyer Name

/

Phone/Fax

12099

CPE

Local/Political Candidate Agency

Account Types

Billing Type

Standard

Comments

WHDH-TV

7 Bulfinch Place  
Boston, MA 02114-2977



Media Strategies & Research  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

Date Entered 09/21/12  
Last Modified 09/21/12  
Entered By Charles Shiebler  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$30,097.50  
Net Total \$170,552.50  
Sales Tax

WHDH Boston (WHDH)  
By Broadcast Month Spots Rate  
Sep. 2012 135 \$200,650.00  
Grand Total: 135 \$200,650.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/24/12-09/28/12	4	:30	5A- 5:30A (ET)	1	1	1	1	1	1			5	\$200.00	\$1,000.00	WHDH Boston (WHDH)		9/21/12
2.0	Normal Line / SPOT	09/24/12-09/28/12	4	:30	5:30A- 6A (ET)	1	1	1	1	1	1			5	\$200.00	\$1,000.00	WHDH Boston (WHDH)		9/21/12
3.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	6A- 6:30A (ET)	1	1	1	1	1	1			5	\$1,400.00	\$7,000.00	WHDH Boston (WHDH)		9/21/12
4.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	6:30A- 7A (ET)	1	1	1	1	1	1			5	\$1,400.00	\$7,000.00	WHDH Boston (WHDH)		9/21/12
5.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	7A- 8A (ET)	1	2	2	2	1				8	\$2,000.00	\$16,000.00	WHDH Boston (WHDH)		9/21/12
6.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	8A- 9A (ET)	1	1	1	1	1	1			5	\$2,000.00	\$10,000.00	WHDH Boston (WHDH)		9/21/12
7.0	Normal Line / SPOT	09/29/12-09/29/12	3	:30	7A- 9A (ET)	1						1		1	\$1,000.00	\$1,000.00	WHDH Boston (WHDH)		9/21/12
8.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	8A- 9A (ET)	1							2	2	\$1,000.00	\$2,000.00	WHDH Boston (WHDH)		9/21/12
9.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	9A- 9:30A (ET)	1	1	1	1	1	1			5	\$900.00	\$4,500.00	WHDH Boston (WHDH)		9/21/12
10.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	9:30A- 10A (ET)	1	1	1	1	1	1			5	\$900.00	\$4,500.00	WHDH Boston (WHDH)		9/21/12
11.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	10A- 11A (ET)	1	1	1	1	1	1			5	\$750.00	\$3,750.00	WHDH Boston (WHDH)		9/21/12
12.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	12P- 12:30P (ET)	1	1	1	1	1	1			5	\$900.00	\$4,500.00	WHDH Boston (WHDH)		9/21/12
13.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	12:30P- 1P (ET)	1	1	1	1	1	1			5	\$900.00	\$4,500.00	WHDH Boston (WHDH)		9/21/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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Comments:

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Advertiser WARREN FOR SENATE 2012 (3373)

Agency Media Strategies & Research (1800)

Product POLITICAL CANDIDATE (1051)

Brand Est. 12099 (27817)

Salesperson Shiebler, Charles (1011)

Sales Office WHDH

Buyer Name /

Phone/Fax

CPE 12099

Account Types Local/Political Candidate Agency

Billing Type Standard

Comments

WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977



Media Strategies & Research  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

Date Entered 09/21/12

Last Modified 09/21/12

Entered By Charles Shiebler

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$30,097.50

Net Total \$170,552.50

Sales Tax

WHDH Boston (WHDH)

By Broadcast Month Spots Rate

Sep. 2012 135 \$200,650.00

Grand Total: 135 \$200,650.00

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14.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	12:57P- Days of our Lives						1			1	\$800.00	\$800.00	WHDH Boston (WHDH)		9/21/12
15.0	Normal Line / SPOT	09/25/12-09/27/12	3	:30	2P- DOCTORS			1		1				2	\$500.00	\$1,000.00	WHDH Boston (WHDH)		9/21/12
16.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	3P- 4P (ET)		2	2	2	2	2			10	\$500.00	\$5,000.00	WHDH Boston (WHDH)		9/21/12
17.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	4P- 4:30P (ET)		2	2	2	2	2			10	\$1,000.00	\$10,000.00	WHDH Boston (WHDH)		9/21/12
18.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	4:30P- 5P (ET)		2	2	2	2	2			10	\$1,200.00	\$12,000.00	WHDH Boston (WHDH)		9/21/12
19.0	Normal Line / SPOT	09/24/12-09/27/12	3	:30	5P- 5:30P (ET)		2	2	2	2				8	\$1,500.00	\$12,000.00	WHDH Boston (WHDH)		9/21/12
20.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	5:30P- 6P (ET)		2	2	2	2	2			10	\$1,600.00	\$16,000.00	WHDH Boston (WHDH)		9/21/12
21.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	6P- 6:30P (ET)		2	2	2	2	2			6	\$2,000.00	\$12,000.00	WHDH Boston (WHDH)		9/21/12
22.0	Normal Line / SPOT	09/29/12-09/29/12	3	:30	6P- 6:30P (ET)							2			\$2,000.00		WHDH Boston (WHDH)	Schedule Change/Exception - RYDER CUP	9/21/12
22.0.1	Preempt	09/29/12															WHDH Boston (WHDH)	Schedule Change/Exception - RYDER CUP	
22.0.2	Preempt	09/29/12															WHDH Boston (WHDH)	Schedule Change/Exception - RYDER CUP	
23.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	7P- 7:30P (ET)		1			1	1			3	\$2,000.00	\$6,000.00	WHDH Boston (WHDH)		9/21/12
24.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	7:30P- 8P (ET)			1						1	\$2,200.00	\$2,200.00	WHDH Boston (WHDH)		9/21/12

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25.0	Normal Line / SPOT	09/24/12-09/24/12	3	:30	7:57P- THE VOICE	1	1							1	\$15,000.00	\$15,000.00	WHDH Boston (WHDH)		9/21/12
26.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	9P- 10P (ET)			1						1	\$5,000.00	\$5,000.00	WHDH Boston (WHDH)	GO ON/ NEW NORMAL	9/21/12
27.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	10P- PARENTHOOD			1						1	\$7,500.00	\$7,500.00	WHDH Boston (WHDH)		9/21/12
28.0	Normal Line / SPOT	09/26/12-09/26/12	3	:30	9P- Law & Order SVU			1						1	\$5,000.00	\$5,000.00	WHDH Boston (WHDH)		9/21/12
29.0	Normal Line / SPOT	09/27/12-09/27/12	3	:30	10P- ROCK CENTER WITH BRIAN WILLIAMS				1					1	\$2,500.00	\$2,500.00	WHDH Boston (WHDH)		9/21/12
30.0	Normal Line / SPOT	09/28/12-09/28/12	3	:30	10P- DATELINE					1				1	\$4,000.00	\$4,000.00	WHDH Boston (WHDH)		9/21/12
31.0	Normal Line / SPOT	09/29/12-09/29/12	3	:30	9P- LAW & ORDER SVU (R)						1			1	\$1,500.00	\$1,500.00	WHDH Boston (WHDH)		9/21/12
32.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	10:59P- 7 News at 11 PM	1	1	1	1	1	1			3	\$2,500.00	\$7,500.00	WHDH Boston (WHDH)		9/21/12
33.0	Normal Line / SPOT	09/29/12-09/29/12	3	:30	10:59P- 7 News at 11 PM							1		1	\$2,500.00	\$2,500.00	WHDH Boston (WHDH)		9/21/12
34.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	11:30P- 7 News at 11 PM								1	1	\$2,500.00	\$2,500.00	WHDH Boston (WHDH)		9/21/12
35.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	11:34P- THE TONIGHT SHOW W/ JAY LENO	1	1	1	1	1	1			5	\$1,500.00	\$7,500.00	WHDH Boston (WHDH)		9/21/12

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